

SIERRA MADRE NEWS

PUBLISHED WEEKLY

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, FRIDAY, APRIL 6, 1917

VOL. XI, NO. 27

OLD TIME FLAG RAISING ARRANGED BY BOARD OF TRADE FOR SAT. APR. 10

APPEAL FOR THE COLORS

To the Citizens of Sierra Madre:

After a lapse of more than fifty years of peace and unbounded prosperity in our country, the Congress of the United States, by its action in declaring that a state of war exists, places upon every citizen an obligation of duty, love and reverence for the American Flag.

I trust and request that the Stars and Stripes will be displayed on every home and building in Sierra Madre, not because of gratification over war but because that flag will be our guidon in the effort to bring about an early peace.

Let us show our patriotic devotion to our Nation and our united desire to support our President.

LOUIS DIETZ,
President, Board of City Trustees.



man, Pegler, Rodell, Osgood and Evans.

Some additional funds were raised next day as soon as the project could be presented to other citizens. Additional funds will be needed and subscriptions can be given to Mr. Sperry or Secretary Hawks.

It will be a 60-foot flag pole, painted and installed for permanence. It will be erected at the corner of Central and Baldwin. A large flag has been donated by C. J. Pegler.

Full details of the program will be printed in next week's News. It is expected that practically everybody in Sierra Madre will turn out for the occasion and announcements in the Los Angeles papers are expected to draw crowds from other places. So far as known this will be the first community to arrange such an event during the present wave of patriotic enthusiasm.

Mr. Sperry is trying to arrange free transportation for the Boy Scouts. In the event that it is impossible it will be necessary to transport the boys from Los Angeles by auto. Citizens who will be willing to help with their machines are asked to notify Mr. Sperry to call on them if necessary.

HOLD OPEN HOUSE AT RED CROSS ROOMS

On Flag Raising Day, the Red Cross Chapter will open the rooms to receive subscriptions for membership. It is hoped that the spirit of patriotism and reverence for the Flag, will instill into the minds of our people a desire to enlist their names on the roll of membership of the local Red Cross Association.

The First Aid Class took their second lesson last Monday evening. The members were very enthusiastic over the work under the able handling of Dr. L. L. Krebs.

RED CROSS LUNCH ON ELECTION DAY

The local chapter of the Red Cross will keep open house on the election day next Tuesday, April 10th, and will serve luncheon at the rate of 25 cents per plate. The Tea room will also be open during the afternoon as usual.

Mrs. M. D. Welsher will make a large amount of delicious doughnuts which will be on sale that day. Orders for which may be given to Mrs. Louis Dietz.

Mrs. J. E. Fairbank of Los Angeles entertained on Thursday with a delightful luncheon honoring Mrs. J. T. Mason, who has recently returned from Honolulu after an absence of several months. Covers were laid for twenty.

WILD FLOWER SHOW AS ANNUAL FEATURE

Board of Trade Undertakes a Unique and Extensive Project

To make Sierra Madre famed for its wild flowers and to do away with the present uncouth appearance of the sidewalks and parkings, the Board of Trade at its Monday night meeting entered on a program of beautification which will be spread over a period of a year or more.

Plans will center around a "Poppy Day" when the world is to be invited to come and see a wonderful array of wild flowers and take as many as they please. Permanent plantings of wild flower seed will be arranged on such a scale that visitors to Sierra Madre will be impressed with the showing as an outstanding feature of our landscape, along with our matchless views.

These plans are the culmination of a long discussion on a number of phases of civic improvement. To put them into effect President Ham appointed the following committee: C. W. Jones, chairman, W. W. Felgate, G. B. Morgridge, W. C. Lynch Jr., and C. J. Pegler.

It is proposed to cultivate and plant poppy seed on the parkings of all the streets in town. In the city's Bailey Canyon Park it is proposed to sow a patch of several acres to wild flowers.

As an added inducement to visitors to come to Sierra Madre and to provide a park and picnic ground for our own people it was voted to ask the trustees to resume the improvement of the park by the expenditure of a fixed sum to be provided in the budget each year.

SUPPORT FOR BAND

Discussion of the needs of the band resulted in a resolution in favor of providing at least \$200 in the city budget for support of the band as a public institution of great advertising value.

President Ham reported the addition of G. L. Kelly, F. P. Sperry and Robert Mitchell to the special committee on the extension of Huntington Drive.

MINIATURES SHOWN AT CONVENTION

An attractive exhibit at the convention of federal women's clubs at Santa Monica last week was a showing of miniatures from the brush of Miss Ella Shepard Bush of Sierra Madre. Her exquisite work attracted much favorable attention. Miss Bush has been very busy of late working on a number of miniatures and portraits which are pronounced most interesting by those who have had the privilege of seeing them.

MARRIAGE CEREMONY AT THE RECTORY

In the presence of their Los Angeles and Sierra Madre friends Mrs. Leola Wharton of Monroe, North Carolina, and Mr. Ben M. Lyon of Needles, Calif. were married at the Rectory by Rev. Dr. George H. Cornell, at 7:30 p. m., March 31.

The bride is one of N. Carolina's most charming and beautiful women, and the groom a highly respected citizen of Needles. An informal reception followed at the home of the groom's mother, Mrs. L. E. Lyon of 101 Auburn Avenue.

The Dickens Fellowship will meet with Mrs. C. H. Baker,

EASTER SERVICES AT THE CHURCHES

Festival Will Be Observed With Special Music and Other Features

Unusual preparations have been made at the Episcopal Church for celebration of the "Queen of Festivals." The services of the day will begin with a celebration of the Holy Communion at 7:30 a. m. The Easter Festival of the Sunday School will take place at 9:45 a. m.

At 11 a. m. there will be a sermon and Holy Communion. The rector, Dr. George H. Cornell, will speak on "The Significance of the Empty Tomb."

The church will be decorated with flowers for the great festival and the vested choir of twenty voices will render music appropriate to the day. The offerings of the day will be for current expenses and for missions. Lecture on confirmation at 5 p. m.

A cordial invitation is extended to all.

The following program has been arranged by Mrs. Lucie Allison Loud, organist and choir director.

Invocation, Alphonse Mailly.

Kyrie, Mendelsohn.

Gloria Tibi, Anon.

Anthem. The Strife is O'er, Alfred Judson.

Sursam Corda; Sanctus, J. Cambridge.

Gloria in Excelsis, Old Chant.

Nunc Dimittis, Harris.

Postlude.

CONGREGATIONAL CHURCH

Rev. Dr. J. H. McLaren will preach both morning and evening at the Congregational Church on Easter Sunday. Dr. McLaren will also conduct the opening services of the Sunday School, taking the place of special Easter exercises by the children for which preparation was prevented by the recent epidemic.

There will be special music at the church services and the church will be appropriately decorated.

Members of the church are requested to remain for a special meeting after the morning service. The committee on pulpit supply will make a report.

INTERESTING SPEAKER FOR MEETING

On Friday the thirteenth at 2 p. m. in the Congregational church, there will be a most interesting program under the auspices of the W. C. T. U. Rev. Stephen Taft, Pres. of the Centennial Club of Los Angeles, and a cousin of William Howard Taft will speak. His subject is, "How To Live To Be One Hundred Year Young and Grow Old Gracefully."

Mr. Taft is nearly ninety-two years old, "or young" and can speak with wisdom and convincing force. All people interested are invited; and especially those over seventy years young.

MISS CLARA M. LARJAR,

President.

MISSIONARY SOCIETY TUESDAY AFTERNOON

The missionary society of the Congregational Church will meet at the church Tuesday, April 10, at 2:30. Mrs. Jonromsky will be the speaker for the afternoon and her subject will be Russia in Europe and Russia in Los Angeles. Mrs. Jonromsky was born in Russia and educated in Moscow. The meeting promises to be an interesting one and all are cordially invited.

LIBRARY HAS MANY BOOKS OF ESPECIAL INTEREST TO MERCHANTS AND STUDENTS

Anybody who may think the and understanding of human nature.

Economics of Business by Norris A. Brisco.

Modern Filing, a text book on office system by W. D. Wigent, manager of the Gregg School, Chicago; Burton D. House, instructor in filing, Rochester Business Institute; and E. Harry Gilman, Manager, system department, Y. & E. Mfg. Co.

The Private Secretary, by Edward Jones Kilduff, of N. Y. Univ. school of Commerce, Accounts and Finance.

Modern Business Methods, by W. P. Teller and Henry E. Brown. This is a practical book on every day business transactions, letter writing, accounts and statements, banking, notes, drafts, agencies, railroad and express business, contracts, partnerships, insurance etc.

FULL 7TH REGIMENT IN CAMP TOMORROW

All Companies Will Be Full To Minimum War Footing

By Saturday it is expected all companies of the 7th regiment will have been recruited to the minimum footing for federal service. As fast as they have been filled they have been sent to the camp at Santa Anita race course, and it is expected that the entire regiment will be on hand by the end of the week.

Many people from Sierra Madre have joined the thousands of sight seers who have journeyed to the camp this week. The tents of the encampment are plainly visible from Sierra Madre.

Veterans Recall Youth
As a large portion of the men in camp are new recruits, the drills have not assumed the character of regular army work yet. Some of the old veterans from Sierra Madre had the time of their lives watching the "rookies" going through their paces, recalling with glee their own experiences in '61.

As yet there has been no firing practice of any kind. One of the commanding officers said in fact that there was not a round of ammunition in camp. He said he would be afraid to give to most of the youngsters for fear they would shoot themselves.

RED CROSS VOLUNTEER LIST GROWS FAST

Call For Special Contributions Is Bringing Gratifying Response

The call for fifty volunteers to pay \$1.00 a month for one year has been increased by the addition of Mr. G. C. Rodel, Mrs. Mary Webster and Mr. M. D. Welsher, bringing the total up to 12. This includes a year's membership in the local chapter of the Red Cross. It is urgently requested that more names be sent in to fill up the list at an early date to meet the demands now being made on the organization.

The regular membership of the local chapter now numbers 217. The following names having been added during the last week: Miss Hilda Caley, Miss J. N. Baker, Mrs. Julia Hensley, Mrs. Florence B. Mitchell, Mr. Robert Mitchell, Mr. Taby Schlessinger and Miss Virginia Jones.

PROFESSIONAL CARDS



R. H. Mackerras, M. D.
Office 138 W. Central Ave.
Phone Main 53
Hours: Monday to Friday 1-3 p.m.
Saturday, 10-11 a.m.

LLOYD L. KREBS, M. D.
Residence—72 W. Alegria
Phone Main 111
Hours—11-12:30
Office, 4 N. Baldwin Main 60

GEORGE W. GROTH
Physician and Surgeon
Osteopath
Blue 144 N. Baldwin

ELLA SHEPARD BUSH
PORTRAIT PAINTER
223 West Laurel Avenue
Phone Green 41

THE SIERRA MADRE
SHOE HOSPITAL
Why not take your Sick Shoes to
the Hospital where you get good
honest work. The prices are as
cheap as the High Cost of Mater-
ials will permit.

All Work Guaranteed.
31 E. Montecito

ALLEN T. GAY
Undertaker and
Funeral Director
Lady Assistant
AUTO AMBULANCE
Main 93 201 W. Central

P. E. TIME TABLE

Leave Los Angeles A. M.	Leave Sierra Madre A. M.
7:345	6:10
5:55	7:00
7:06	7:30
7:55	8:05
8:56	9:16
10:07	10:16
11:07	11:16
P. M.	P. M.
12:07	12:16
1:07	1:16
2:07	2:16
3:07	3:16
4:06	4:15
4:35	5:14
5:06	5:35
5:41	6:10
6:08	7:11
8:00	9:07
9:55	11:07

† Via South Pasadena.
Daily except Sunday.

Transfer
and Express

J. C. WHYTE
Phones—
Blue 55, Green 85
Kersting Court

Sierra Madre
Feed & Fuel Co.

ANDREW OLSEN, Prop.
All kinds of stock and poultry
feed. Best grades of fuel
TRANSFER
Main 50 Res. Black 24

GOOD
REAL ESTATE BARGAINS
FIRE INSURANCE
AUTO SERVICE
Notary Work at your home or
my office, Baldwin and Central
S. R. G. TWYCROSS
Green 2—Black 11
JITNEY SERVICE
To all parts of the city—15 cents
Call Green 85

The Most
Convenient Way

If we do not carry the Tire or Tube
that you use or want—We can and
will supply your needs on very
short notice through our order de-
partment. We carry practically all
the best lines of Tires and Tubes

Sierra Madre Garage

MILTON STEINBERGER, Proprietor

37-39 W. Central Ave. Phone Main 110

Goodyear Tire Service Station

Saturday Evening, April 7th

THE AMERICAN FILM COMPANY, Inc.
Presents
"OVERALLS"

From L. V. Jefferson's Popular Story of Romance
and Thrills in a Railroad Construction Camp
Featuring

REA MITCHELL and WILLIAM STOWELL
In Five Acts

Woman's Club House
8:00 P. M. Adults 15c, Children 10

VISITING CROWDS SEE
WONDERFUL WISTARIA

About 2000 People Visit Scenic
Point to See Vine at the
Fennel Home

With an added growth of 50
feet or more during the past
year the remarkable wistaria
vine at the Scenic Point home of
Mr. and Mrs. H. T. Fennel pre-
sented an aspect more beautiful

than ever to the crowds who ac-
cepted the invitation to see it
at its prime this week. On Sat-
urday and Sunday about 1,500
people were present, and they
have kept coming all week. A
large proportion of the visitors
were from out of town.

Reaching clear around the
house and far into the trees be-
yond, the vine has a length of
more than 200 feet. Its annual
blooming time has come to be
a sort of community festival.

Mr. and Mrs. Fennel, assisted
by a number of ladies, showed
charming hospitality to the visi-
tors. Many of the latter who
had travelled widely and had
seen some of the famous vines
of the world pronounced this the
finest of all.

SCHOOL TRUSTEE
ELECTED TODAY

If you hurry you may be able
to cast your vote today for
school trustee, the annual elec-
tion being in progress this after-
noon at the school house. J. H.

Wright is a candidate for re-
election and is opposed by J. C.
Dickson former trustee who was
induced to allow his name to be
used. Polls are open from 2 to
6 p. m.

SNEAK THIEVES AT WORK

In the absence of the family
of J. C. Ragsdale on Thursday
of last week their home on N.
Grove was burglarized and a
number of articles of jewelry
were taken. The job was evi-
dently done in broad daylight,
probably between 12 and 2 p. m.
The articles taken had a value
of perhaps \$20 but included
some things of considerable
sentimental value.

MODERN DENTISTRY AT MODERATE PRICES

Do you really appreciate the Vital
value of your dentist's services?

DOCTOR HAWKINS

Ten Years in Practice

Opposite Chamber of Commerce Building

130 E. Colorado St. Pasadena Phone Fair Oaks 115

ACTIVITIES OF THE
WOMAN'S CLUB

The next meeting of the club
will be held on Monday, April
9th and will be in charge of
Mrs. W. J. Saundar, Chairman
of the Committee on History
and Landmarks. Mrs. Saunders
has been successful in obtaining
Mr. John Woods of Pasadena,
and who is well known in Sierra
Madre as a lecturer.

Mrs. L. E. Steinberger, who
is chairman of the moving picture
Committee wishes to an-
nounce to the patrons that the
lamp has been put in good con-
dition and a fine picture is prom-
ised for next Saturday. The
pictures have been rather dis-
appointing of late, but better ones
have been assured us in the fu-
ture. It is hoped that a large
attendance will be out so as to
enable the Club to demand good
pictures.

The vacation cottage which
is under the management of the
Woman's Club has been occupied
by different ones since Septem-
ber, and each one has been very
grateful for the opportunity of
enjoying a rest in such a pleasant
way. The Club pays for the
gas, electricity and water, and
the only expense the occupant
has is her food and laundering of
the linen she uses while there.
The idea is to give the working
girl a chance to take a much
needed rest without much ex-
pense. There are a few who do
not know of this good work the
Club is doing, and if any one
cares to inspect the cottage it is
on the southeast corner of Mt.
Trail and Montecito Aves.

OLSEN-GOODWIN

Mr. and Mrs. Martin Olsen
announce the marriage of
their daughter Elida to Mr.
John Goodwin in Chicago on
Wednesday, April 4. Miss Olsen
left for Chicago last week, ar-
riving there on Saturday. The
ceremony was held at the home
of Mr. and Mrs. M. Stevens,
formerly of Sierra Madre, Mrs.
Stevens being a sister of the
groom. The bride will have the
good wishes of many people
who appreciated her faithful
service in the Sierra Madre Post
Office for so many years, as well
as of the older residents who
have known her since childhood.
The groom was also a resident
of Sierra Madre while employed
at the Stevens dairy some years
ago and has many friends here.
Mr. and Mrs. Goodwin will make
their home in Chicago.

The Alfred Cooper place on E.
Laurel Avenue has been sold by
Andrews and Hawks to J. G.
Hawks of Santa Monica who will
make improvements and per-
haps later make his residence in
Sierra Madre.

Easter Greetings

FROM
NORRIS' CASH STORE

For Easter Sunday Morning Breakfast—

Swift's Premium Ham or Bacon, with a nice "Stack O' Wheats" made with "Teco Pancake Flour," prepared with powdered buttermilk and ready for use, the pkg. 13c 2 for 25c

SPECIALS FOR SATURDAY ONLY

Butter, the lb.	.43
Eggs, the doz.	.32
2 lb. Compound Shortening	.35
Rolled Beef Roast, the lb.	.19
Nice Lean Beef Pot Roast, the lb.	.18
Hamburger, the lb.	.18
Fresh Home made Pork Sausage, the lb.	.20
Buy Oleomargarine and save a third on your Butter Bill the lb.	.28

CASH BEATS CREDIT

PHONE BLACK 12

S. R. NORRIS, Proprietor of the
Sierra Madre Dept. Store

Special Offer in Woman's
Knit Underwear

THIS AD IS REAL MONEY

If presented at Sadler's not later than April 14

To introduce our big stock of woman's Knit Under-
wear we will allow a discount of 10% on all articles
in this advertisement if this advertisement is pre-
sented at time of purchase.

Woman's Vests—Jersey Ribbed vests, low neck, no sleeve.....	15, 20c
Swiss ribbed Vests, low neck, no sleeve.....	.25c
V neck vests, no sleeve, out size35c
Low neck, wing sleeve vest shaped39c
High neck, long sleeve summer weight.....	.39c
Swiss ribbed tube vests, regular size30, .35
out size39c

Cut this ad out—no discount allowed without it

J. F. Sadler & Co.

Sierra Madre, Cal.

Make Your Old
Straw Hat Like New

NU-HAT will bleach discolored white hats like new.
COLORS in all shades for dyeing or renewing old hats. 25c

SIERRA MADRE PHARMACY

F. H. HARTMAN, Prop.

CHRISTOPHER'S ICE CREAM

Phone Black 25.

Prompt Delivery Service

ANDREWS & HAWKS

Real Estate, Loans and Insurance

Exchange 2

27 North Baldwin Avenue

PHONE BLACK 8

22 NORTH BALDWIN

A. N. ADAMS

REAL ESTATE, LOANS AND INSURANCE

Four Close in Lots, 50x150 with curbs and side walk. Best
buy in town.
A Bargain—5 room modern house, well furnished; 9 orange
trees, shrubbery and flowers, improved street—
Terms. \$1800.

Peoples' Hardware Store

In these days of uncertain prices the careful
buyer can serve his interests well by coming to us
for Hardware, Paints, Oils, Garden Tools or any-
thing in the line of Plumbing.

PEOPLES' HARDWARE STORE

12 N. Baldwin Ave.

Phone Green 75.

FINE JOB PRINTING — THE NEWS PRINTERY

We Use Vortex Paper Cups

at our Fountain in serving Soft Drinks and Ice Cream. All spoons are sterilized. We aim to serve our goods as sanitary as possible.

We are agents for the
CRESCENT ICE CREAM

Sander Drug Store

Phone Black 100

14 N. Baldwin (East Side)

POST OFFICE POINTERS

Loss of registered mail is practically unknown. Every postal employee who handles it gives a receipt to the one from whom it is received and gets a receipt from the one to whom it is delivered. Responsibility is definitely fixed throughout. Any mailable article except fourth class parcel post may be registered for 10 cents in addition to postage.

George B. Morgridge, Postmaster

TRIBUTE TO MEMORY OF MISS DENISON

From the Ventura Daily Press is reprinted the following tribute to the late Miss Myrtle Denison, daughter of Mr. and Mrs. D. R. Denison of South Baldwin Avenue, together with a brief account of the funeral services which were held last Saturday:

The news of the death of this popular young woman, though not unexpected, caused intense sorrow among her many friends in this city. For many months she has been afflicted and more than year ago her parents gave up their home here to make a home for her at Sierra Madre, where it was thought the higher dryer climate would benefit her.

Miss Denison was raised in this city and was a graduate of

the Ventura High School. Later she graduated from the State Normal School and at once became engaged in teaching. She taught in this city and then in Los Angeles. She was of a most charming disposition and up to the time of her affliction had always been strong and well. Her parents gave her every attention and all that medical skill could do was done for her.

Besides her mother and father, she leaves a brother, Roy C. Denison of Torrance, and a sister, Mrs. Fred Cassidy of Mound.

She was an honored member of the Order of the Eastern Star.

Many old time friends of the family, including schoolmates and associates of the deceased,

attended the funeral services of

If we could all follow the example of Robert J. Burdette's life we would be happier. He said there are two days of the week upon which and about which I never worry. Two carefree days, kept sacredly free from fear and apprehension.

One of these days is yesterday. Yesterday, with all its cares and frets, with all its pains and aches, all its faults and blunders, has passed forever beyond the reach of my recall. I cannot undo an act that I wrought; I cannot unsay a word that I said on yesterday. All that it holds of my life, of wrongs, regret and sorrows, is in the hands of the Mighty Love that can bring the honey out of the rock, and sweet waters out of the bitterest desert—that love that can make the wrong things right, that can turn weeping into laughter, that can give beauty for ashes, the garment of praise for the spirit of heaviness, joy of the morning for woe of the night. I have nothing to do with yesterday. It was mine; it is God's.

And the other day I do not worry about is tomorrow. Tomorrow with all its possibilities, adversities, its burdens, its perils, its large promise and poor performance, its failure and mistakes is far beyond the reach of my mastery as its dead sister, yesterday. It is a day of God's. Its sun will rise in roseate splendor or behind a mask of weeping clouds. But it will rise. Until then, the same love and patience that holds yesterday and holds tomorrow, shining with tender promise into the heart of today. I have no possession in that unborn day of grace. All else is in the safe keeping of the infinite Love that holds for me the treasure of yesterday. Tomorrow—it is God's day. It will be mine.

There is left for myself then but one day of the week—today. Any man can fight the battles of today. Any woman can resist the temptations of today. O, friends, it is only when to the burdens and cares of today carefully measured out to us by the infinite wisdom and might that gives with them the promise, "As thy day, so shall thy strength be," we wilfully add the burdens of these two awful eternities—yesterday and tomorrow—such burdens as only the Almighty can sustain—that we break down.

Therefore I think, and I do, and I journey but one day at a time. That is the man's day. Nay, rather that is our day—God's and mine. And while faithfully and dutifully I run my course, and work my appointed task on that day of ours, God Almighty takes care of yesterday and tomorrow.

Miss Denison at the Methodist church in this city. Beautiful floral offerings expressed the love and respect of the people of this community for the deceased, as well as their sympathy for the bereaved family.

Rev. C. H. Laurence, in his sermon, paid eloquent tribute to the deceased, adding words of cheer and comfort to those who were nearest and dearest to her.

At the cemetery the impressive ritualistic services of the Order of the Eastern Star were conducted by Mrs. S. M. Wilson, Matron of Ventura Chapter, of which the deceased was a member.

CLERKSHIP ELECTION ON TUESDAY, APR. 10

Three Candidates Putting Up
Pretty Race for
Office

With only three days left before the special election on the city clerkship, the candidates are putting the finishing touches on their campaigns. All three have been making active personal campaigns and predictions of any one having a walk-away or being snowed under are regarded as idle talk by most observers. The candidates, in order in which their names appear on the ballot, are Edgar F. Ballou, Greer Caskey and Louis Dietz. All are competent so far as the work of the office is concerned and it is a matter of personal choice between the men.

Two Days

If we could all follow the example of Robert J. Burdette's life we would be happier. He said there are two days of the week upon which and about which I never worry. Two carefree days, kept sacredly free from fear and apprehension.

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News Liners

Want a Cook,
Want a Clerk,
Want a Partner,
Want a Situation,
Want a Servant Girl,
Want to sell a Piano,
Want to sell a Carriage,
Want to sell your Property,
Want Customers for Anything,
Want to find your lost dog,
Advertising brings new Customers,
Advertising keeps old ones,
Advertising will insure success,
Advertising shows energy,
Advertising shows pluck,
Advertise in the News
Advertise or you Bust,
Advertising's right,
Advertise always,
Advertise now,
Phone Blk. 42

WATCH AND JEWELRY REPAIRING of all kinds neatly done. Music boxes and phonographs repaired. All work guaranteed. E. V. Wilson, Old gold and silver bought. Best prices paid. 21tf

POSITION WANTED—Young lady with hospital training desires position as nurse. \$12 per week. Green 72. 27-28*

FOR SALE—Distillate burner Petaluma brooder stove. Will take care of 1500 chickens or less. A bargain. For Sale—Mated Red Carneaux Pigeons, \$6.00 pair. Red Horse Shoe Poultry Farm. Black 1. 27

FOR SALE OR RENT—Eureka Vacuum Cleaner. Call up for demonstration. Red 30. 27

NURSERY TREES—Now is the best time to plant Avocados, Washington Navel, Valencia and Tangerine orange trees, Eureka Lemons and Pomelos. All grown in Sierra Madre. Also line of Apple, Peach, Pear, Prune, Plum, Apricot, Fig, Nectarine, etc., at reduced prices. Call at 223 San Gabriel Court, or phone Black 49. C. B. Reas. If

WANTED: Newspapers. Will pay 70c per 100lb, bundled flat. I. B. Goldberg, Black. 142. 9tf

WANTED—Young girl to assist with light housework and cooking. Small family. 37 N. Auburn. Red 125. 27

Best of Lem n trees 25c. Some Englehardt buds. Ray Taylor, Glendora, Calif. 23-26*

Sierra Madre

at the Foot of Mt. Wilson in Southern California

* * *

Some of the things that help make life worth living while in Sierra Madre—

Population 2000.

Fine car service.

Area 4 square miles.

Gas and Electricity.

Charming social life.

Incorporated in 1907.

Post office of third class.

Elevation 800 to 1400 feet.

Annual rainfall over 25 inches.

Express and Telegraph service.

A paradise for the nature lover.

Beautiful homes and room for more.

Minimum fogs, mud, frost and wind.

Up-to-date business houses, all lines.

Thirteen miles of fine tamped oil paving.

5-cent car fare to Pasadena High School.

Free municipal library with fine book list.

Well established and well housed churches.

Purest water supply and municipal system.

Finest school facilities for pupils of all grades.

Board of Trade at work for better community.

Telephone exchange connecting with all systems.

Charming and varied home sites, large and small.

Fine soil and climatic conditions for fruit and flowers.

Clubs and fraternal organizations for men and women.

Fine trails to the leading mountain resorts and beauty spots.

Matchless view of mountains and valley from all parts of town.

TO REACH SIERRA MADRE

Pacific Electric Station, 6th and Main, Los Angeles. The

By Trolley—Take Sierra Madre cars leaving hourly at scenic ride is the most beautiful on the Pacific Electric system. From Pasadena, take Lamanda Park car, change at El Camino.

By Auto—From Los Angeles by way of North Broadway and Huntington Drive to Colorado St., Santa Anita Ave. to Foothill Blvd. Turn north at Sierra Madre or Baldwin Ave. Or, take any route through Pasadena, then east on Colorado St., to Santa Anita Ave., then by Foothill Blvd., and Sierra Madre or Baldwin Ave.

Sierra Madre's peculiar charm has been felt and praised by nearly everyone who ever visited and lived here. Many factors combine to make the charm potent—the sense of exaltation in life on the heights; the inspiring view; the invigorating air, kept pure by the currents moving continually up and down the slope; the feeling of intimacy with the nearby mountains; the ease with which a love for outdoor life and recreation is gratified; the great variety of available homesites; the conveniences of the city with all the joys of life in the country.

It is as a home community that Sierra Madre claims pre-eminence. Here you can have a small house and lot, a larger place with fruit and garden plot, or a few acres with an orchard. Everything grows well here and Sierra Madre has suffered less from frost than any other community.

No community has a higher type of citizenship. Socially and morally Sierra Madre ranks high. There is a cosmopolitan population recruited from all over the world.

Sierra Madre has made rapid progress in the movement for civic beauty, with clean streets and beautiful homes and gardens. Public health is guarded scrupulously. The Board of Trade and city administration are constantly at work upon enterprises which promote the community welfare.

Best of All—Come and See Sierra Madre for Yourself

Four Routes East

SUNSET—through "Dixie Land" and the country of Evangeline—the most romantic Railway journey in America.

Two Daily Trains to New Orleans via Tucson, El Paso, San Antonio and Houston—Connections at New Orleans with Limited Trains North and East and with Southern Pacific Steamers for New York.

EL PASO—the "Golden State Route" through the Middle West.

Two Daily Trains to Chicago and St. Louis via Tucson, El Paso and Kansas City—Connecting for all eastern points.

ODGEN—over the Sierras and the Great Salt Lake Cut-off.

Four Daily Trains to Chicago via San Francisco, Odgen and Omaha, or Denver, Kansas City and St. Louis.

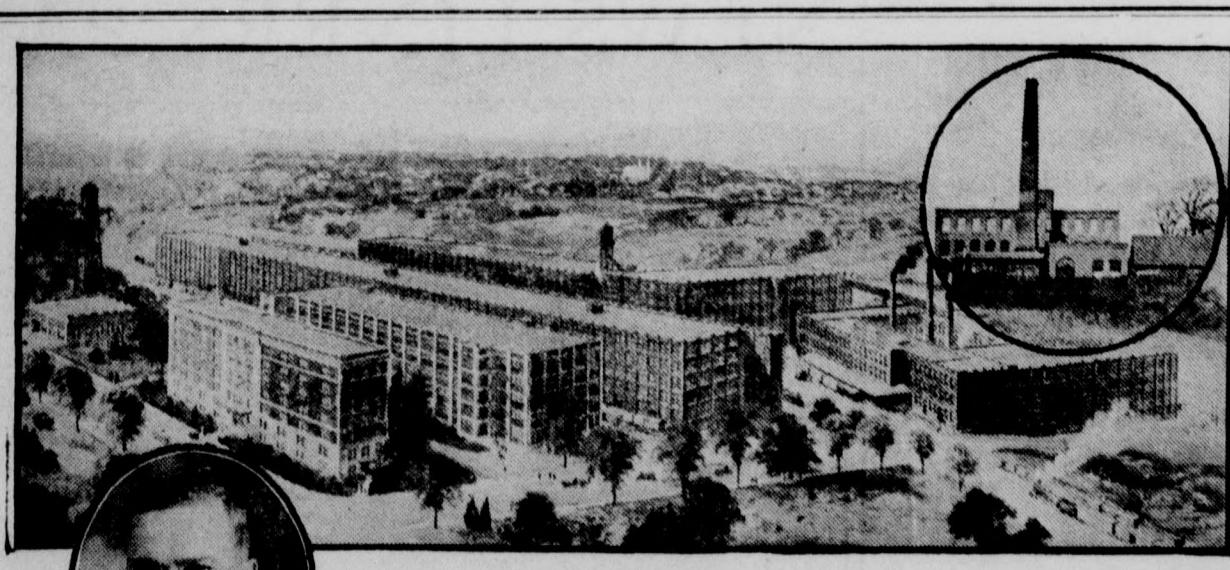
SHASTA—Over the "Road of a Thousand Wonders."

Three Daily Trains to Portland, Tacoma and Seattle. Connecting with trains to Chicago, St. Paul Minneapolis and Montreal.

G. E. MESECAR
Agent Pacific Electric Railway
Phone Red 38

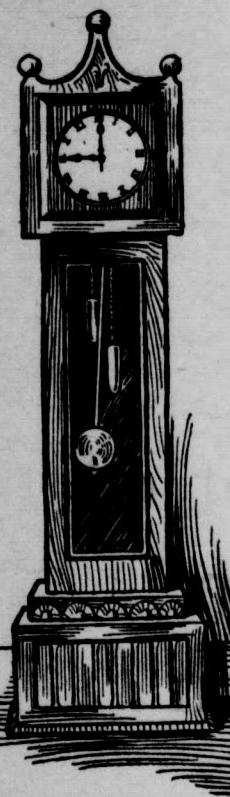
Southern Pacific

—See the Apache Trail of Arizona



The Fisk Rubber Company Plant, Chicopee Falls, Mass.

(Lower insert) Roy L. Sergeant, District Manager, Pacific Coast.
(Upper insert) Fisk Rubber Company, 15 years Ago.



GRANDFATHER'S CLOCK

My Grandfather's Clock was too tall for the shelf, So it stood ninety years on the floor, It was taller by half than the old man himself. Though it weighed not a penny-weight more. It was bought on the morn of the day he was born, It was always his joy and pride But it stopped short—never to go again When the old man died.

Had Mr. Fraiberg been repairing clocks in those days, this verse, undoubtedly, would never have been written, for the old Grandfather's Clocks are his especial delight, and he has yet to see one which he cannot repair and make to run as well as ever.

First Class Work Guaranteed

FRANK FRAIBERG

Watchmaker, Jeweler, Piano Tuner
Phone Red 127

NOTICE OF FORECLOSURE SALE | NOTICE OF FORCLOSURE SALE

Sheriff's Sale No. B43942
Order of Sale and Decree of
Foreclosure and Sale

Carrie Louise Breath Mel, Plaintiff vs. A. K. Merrow, Ada Mary Merrow, Franz Nelson, Frank Price, John Doe, Jane Doe, Frank Roe, and Mary Roe, Defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the County of Los Angeles, of the State of California, on the 7th day of March, A. D., 1917, in the above entitled action, wherein Carrie Louise Breath Mel, the above named plaintiff, obtained a judgment and decree of foreclosure and sale against A. K. Merrow, Ada Mary Merrow, et al., defendants, on the 1st day of March, A. D. 1917, for the sum of Fourteen hundred thirty-eight and 10-100 (\$1438.10) Dollars, gold coin of the United States, which said decree was, on the 6th day of March, A. D. 1917, recorded in Judgment Book 385 of said Court, at page 180, I am commanded to sell all that certain lot piece or parcel of land situate, lying and being in the County of Los Angeles, State of California, and bounded and described as follows:

The north eighteen (18) feet of lot nineteen (19) of C. M. and M. E. Parker's Subdivision of lot twelve (12) in Block "J" of the San Pasqual Tract, in the city of Pasadena, County of Los Angeles, State of California, as per map recorded in book 25, page 87, miscellaneous records of said County.

Also a strip of land ten (10) feet wide by eighteen (18) feet long, being the west half of the alley adjoining said portion on the east vacated, as per map recorded in book 54, page 3, said miscellaneous records described as follows:

Beginning at the southwest corner of Kenyon Street and Kirkwood Avenue (as said street and avenue were located as September 27th, 1892) thence south along the west line of Kirkwood Avenue one hundred (100) feet; thence west parallel with the south line of Kenyon Street one hundred fifty (150) feet; thence north one hundred (100) feet to the south line of Kenyon Street, thence east along the south line of Kenyon Street one hundred fifty (150) feet to the place of beginning.

Together with the tenements, hereditaments and appurtenances thereto belonging or in anywise appertaining.

Public notice is hereby given, that, on Monday the 9th day of April, A. D. 1917, at 12 o'clock M. of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment, with interests and costs, etc., to the highest and best bidder, for cash gold coin of the United States. Dated this 15th day of March, 1917.

JNO. C. CLINE,

Sheriff of Los Angeles County.
By W. T. Osterholt, Deputy Sheriff.
Tanner, Odell & Taft, Plaintiff's Attorney.
24-27

NOTICE OF FORECLOSURE SALE

Sheriff's Sale No. B44668
Order of Sale and Decree of
Foreclosure and Sale

Jennie A. Myers and Amanda Myers, Plaintiffs, vs. George H. Cram and Cora A. Cram, his wife, Myrtle L. Brooks, Arthur Britten and Los Angeles Trust and Savings Bank, a corporation, et al, defendants.

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the County of Los Angeles, of the State of California, on the 15th day of March, A. D. 1917, in the above entitled action, wherein Jennie A. Myers and Amanda Myers the above named plaintiffs, obtained a judgment and decree of foreclosure and sale against George H. Cram and Cora A. Cram, his wife, et al defendants, on the 8th day of March A. D. 1917, for the sum of Seventeen hundred three and 90-100 (\$1703.90) Dollars gold coin of the United States, which said decree was, on the 13th day of March A. D. 1917, recorded in Judgment Book 389 of said Court, at page 32, I am commanded to sell all that certain lot, piece or parcel of land situate, lying and being in the County of Los Angeles, State of California, and bounded and described as follows:

The west thirty-four (34) feet of lot ten (10) and the east sixteen (16) feet of lot eleven (11) of the J. R. Harden Tract, as per map recorded in book 6, at page 11 of maps in the office of the county recorder of said Los Angeles County.

Together with the tenements, hereditaments and appurtenances thereto belonging or in anywise appertaining.

Public notice is hereby given, that, on Monday the 23rd day of April, A. D. 1917, at 12 o'clock M. of that day, in front of the Court House door of the County of Los Angeles, Broadway entrance, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment, with interests and costs, etc., to the highest and best bidder, for cash gold coin of the United States.

Dated this 22nd day of March, 1917.

JNO. C. CLINE,

Sheriff of Los Angeles County.
By W. T. Osterholt, Deputy Sheriff.

Sargent & Cooke, Plaintiff's Attorney.
25-28

MISSION

POSTCARD

BOOKLETS

24 Sepia Pictures of the California Missions for 15c. Can be mailed as a booklet or singly as postcards. You would pay 25c for them in Los Angeles. Only 15c at THE NEWS PRINTERY By the Post Office

Sierra Madre Hand Laundry

NO TWO WASHINGS
DONE
IN SAME WATER

First Class Work
Guaranteed

ED WHEELER, Prop.
39 E. Montecito Tele. Red 62

THE SIERRA MADRE NEWS

GEORGE B. MORGRIDGE - Editor and Publisher

An Independent Newspaper devoted to the dissemination of local news and to the development of Sierra Madre

Published Every Friday
Subscription \$1.50 Yearly, in Advance
Single copies 5 cents; 50 cents a dozen

Entered as Second Class Matter at the Post Office at Sierra Madre, Cal.

OFFICES ROOM G, KERSTING PLACE, Opposite Pacific Electric Station.

Telephone Black 42 (Either System)
Official Newspaper of the City of Sierra Madre

EDITORIAL CHAT

FAITH

It seems one of the ironies of history that the greatest nation which has maintained peace during the European conflict should be making its declaration of hostilities just at the Easter season. To many people whose faith has been shaken during the past three years it is a shock and promises still further strain. But hope is engendered by recent happenings. The Russian Revolution with its new day for a large section of the world's population is like the promise at the Easter season. To many people whose faith has been hastened the end of the war and bring the permanent peace for which all the world has been praying. The spirit of the United States is not revenge or aggression, but reconstruction and mercy for all the world.

* * *

FORWARD

Divisions of opinion there may have been over the wisdom of the United States entering the war. But the die is cast and there will no division on the question of putting the best effort of the country into forcing the war to a speedy conclusion.

War is abhorrent to the historic spirit and present desire of our people. It has been forced upon them by a foreign nation. America enters with no thought of conquest or gain. Never did a nation enter a war with more unselfish motives. As President Wilson said, this country seeks nothing for itself which it does not concede to all mankind and every nation.

* * *

THE DIVISION IN CONGRESS

Sharp distinction should be drawn between the opposition to the war resolutions and to the attitude of the "little group of willful men" who obstructed action in the closing days of the last session of the senate. It was not their differing opinions for which that little group of senators deserved censure, but their refusal to allow an overwhelming majority even to express themselves.

In a government by majorities it is expected that there will be honest differences of opinion and the majority will usually be charitable toward the minority. The mistake of those senators in arbitrarily refusing to allow the majority to act has no parallel in the minority vote against the actual declaration of war.

ORANGE JUICE

California orange juice is fast becoming one of the country's most popular drinks. Its natural freshness and pure healthful and delicious qualities give it strong advantages over ordinary bottled pops, which, however, are more easily served. In the eastern states there are scores of stores in the large cities and seaside resorts that sell nothing but California orange juice. Oranges from other sources are rarely employed.

Three gallons of water and one quart of lemon juice are added to every gallon of orange juice. Thus commercial orange juice has opened a new outlet for both of California's most abundant citrus fruits. The advertising of the Exchange and the distribution of 400,000 orange juice extractors has greatly stimulated its popularity.

* * *

WHAT'S IN A NAME

Unbelievable as it might have been forty years ago, it is quite the common thing nowadays to find a whole set of Ingerson's works in a good church member's pocket.

* * *

MODERN DIET FOR EPICURES

Don't forget that bean soup is nourishing as well as appetizing—if you can afford to buy a whole bean.

Menu architects will soon include a small portion of potato among the appetizers and recommend a whiff of onion for a rare dessert.

* * *

POOR OLD ULTIMATE CONSUMER

Christian Science Monitor:—Somebody who has had his eye on the United States food situation thinks he sees prospective relief in the fact that hens all over the country are beginning to lay. It is fairly obvious, however, that the hens will lay primarily for the and wholesaler and the commission merchant. The latter will lay for the ultimate consumer!

* * *

RIGHT, AT THAT

"For be it known that we may rightly write
Or say that 'that' that that man wrote was right;

Nay, e'en that that that, that 'that that' has followed;
Though six repeats, the grammar's rule has hallowed;

And that that that that 'that that' began,
Repeated seven times is right, deny't if you can."

Natural Gas

WILL SOON BE HERE

Take advantage of the opportunity to reduce high cost of living by purchasing an

A-B

OR

Detroit Jewel

We are sole agents for these famous Gas Ranges and are prepared to deliver and connect at City Prices.

Sierra Madre Hardware Co.

"TARA GWIN" THE NATIONAL NON-ALCOHOLIC WINE

Is the only unfermented wine that meets the demand of the physical economy for a true stimulant. The large percentage of carbohydrate present in TARA GWIN is regulated to meet the demand of the myocardium and to re-establish and maintain the level of the sugar content of the blood. The nutritive and reconstructive effect coupled with its true stimulating property and action upon the overtaxed and impaired heart-musculature make this unfermented wine the standard national table drink and stimulant for social functions, and of the greatest possible benefit to both the young and aged.

TARA GWIN is prepared from the chemically pure extracts of the grape and other fruits. It is a concentrated brain and nerve food and tissue builder; it enriches the blood, regulates the circulation and is the best known preventive against tuberculosis, imparting great resisting power against this and other diseases. Tara Gwin is free from ingredients of a harmful or injurious nature, and may be safely taken by children of tender years, by the delicate student; it is particularly valuable to delicate young people and also to nursing mothers.

Tara Gwin is not a medicine, but a family non-alcoholic wine for the table and general use. Tara Gwin is recommended and prescribed by many leading physicians in the place of the false stimulants.

Tara Gwin may be ordered through your grocer or druggist, or directly from the NATIONAL NON-ALCOHOLIC WINES, LTD., Mt. Tara Springs, Sierra Madre, California.

\$1.00 Per Bottle—

—\$11.50 Per Dozen

Advertisement

FIFTH SEASON

Mission Play

AT SAN GABRIEL—
NOW PLAYING.

Performance each afternoon 2:15
Wednesday and Saturday nights
at 8:15

MR. TYRONE POWER
in the leading role of "Fray Junipero Serra."

Miss Lucretia Del Valle
will resume her historic role of
"Senora Josefa Yorba."
Tickets and reservations at Information Bureau, Main Street Station, Los Angeles.

Pacific Electric Railway

G. E. MESECAR, Agent., Sierra Madre, Cal.

SATISFACTION CREATES SUCCESS

Our aim is to give each patron quality work, accommodating service and a better result than home work. Unremitting effort is expended along these lines and on this basis we respectfully solicit your patronage.

MONROVIA LAUNDRY CO.

Sierra Madre Phone Green 85 Monrovia, Cal.

NEWS LINERS PAY

DOGS FORCE FOOD PRICES TO SOAR

London, —Thousands of dogs are helping to keep up the high cost of eating in this country by figuratively snatching from the mouths of humans, pound steaks, mutton chops and other expensive things. This was brought out in parliament the other day when it became known that steps were being taken to "reduce" the 2,000,000 dogs that inhabit the British Isles. The result was a protest from alarmed dog lovers and a chorus of approval by dog haters. Newspapers have been flooded with letters from both camps.

The suggestion of the government to raise the dog tax from \$1.50 to \$5 is one of the proposed steps to "reduce the dogs." But it is pointed out that the breeder and well to do owner will not be deterred by an increased tax. In favor of the dogs, it is declared that dogs were never more useful than today. The head of a London dog home says he gets more requests

for dogs than in peace time—so many women are nervous now that their husbands are in the army and they buy dogs to guard their homes. He says that to forbid dog keeping as a form of wasteful extravagance would cost more in human happiness than it would save in human food.

"The really best dogs, like 'all the best people,'" says the Daily Mail, "eat simple food. A good house dog in a well ordered household may be kept in perfect health at an infinitesimal cost. It is the utterly useless dog with no merit but pedigrees and no part in life but to be pampered that develops fastidious and extravagant tastes and becomes a nuisance at home and in the street, in the hotels and in railway trains."

But it appears certain that whatever other breeds may be affected by the threatened reduction of licenses, the British bulldog's place is secure. In defense of the bulldog it is stated that he is not an expensive luxury; that he will eat almost anything and only requires one good meal a day. Daily Press.